

The Canadian Square and Round Dance Society
Publicity and Promotion Committee Meeting
Sunday, March 12th, 2006

Members On Line:

Chair:	Marion Knight
Society Director:	Chuck Jordan
British Columbia:	Brian Elmer and Roslyn Garnett
Saskatchewan:	Martin and Terry Mallard
Manitoba:	John and Lorraine Kozera
Ontario:	Peter and Norma Flemming
New Brunswick:	Cyril and Glendine Webster
Nova Scotia:	Bob and Inge Ruohoniemi

Publicity & Promotion Chair, Marion Knight, **Called the Meeting to Order at 3:00 p.m. Central Standard Time.**

1. **Chuck Jordan, Society Director**, THANKED Marion for all of her work in regard to publicity and promotion. Chuck welcomed everyone to this meeting.

2. **Approval of the May 1st, 2005 Minutes:**

Motion: Marion Knight, Martin Mallard

- that the May 1st, 2005 Teleconference Minutes be approved as circulated. Carried.

3. **Reports:**

3.1: **Moovin' and Groovin':**

Several of the members on line had had an opportunity to preview this program that was developed by Nick and Anne Turner. Those that had seen this program were very pleased with the work done by Nick and Anne. It was pointed out that this was an excellent source as a Plan B, if a live caller was unavailable to conduct the dance program. It is a great program that assists 'teachers who know nothing about our recreation and have to start from scratch'. A university Prof from south central BC (UBC Okanagan) telephoned the BCSRDF asking for someone to come in to the university to talk about the square dance activity as part of the training of teachers-to-be in the physical education program. Nick and Anne Turner did consent to travel to that university and do a morning seminar about our recreation and about the Moovin' and Groovin' program (which these teachers-to-be could take to their schools (if they get hired). The first printing run of this source is running low and a second printing of 200 DVDs is being considered.

It was determined that Bob and Inge Ruohoniemi and John and Lorraine Kozera have not had an opportunity to view this program. The CSRDS copy is being passed around, so we should be able to view this program shortly.

Nick Turner had a question (based on the question asked by another group) for the CSRDS Board about “Cool Moves”. Cool Moves had been used as a promotional device before the class began and then followed up with the Moovin’ and Groovin’ program. Now this group is asking if they could have the rights to use “Cool Moves” for other sections. Would they be given the rights to use “Cool Moves” or given permission to purchase “Cool Moves”? After some discussion, Marion stated that she would check into the procedure that would have to be taken regarding – purchasing or giving permission to this group to use “Cool Moves”. This group would like to know ‘how many they would have to purchase to have the rights to use them in the schools’. It was suggested that Chuck contact Roy regarding this issue. A question was asked about “What is “Cool Moves”? It was reported that the video is two-fold. Part A of this video shows the children on the dance floor; and, Part B is strictly specific to the teen’s competition and exhibition. It was suggested that this program be updated and cut on a DVD (more modern technology). CSRDS owns the rights to Cool Moves.

3.2: DVD Promotional Tool:

Chuck reported that at the beginning of March 2006, he was notified by Lloyd Juhala that this DVD would be completed in July. Marion suggested that the discussion regarding the DVD be put on the ‘back burner’ until it has been completed. Marion volunteered to forward the information about this promotional DVD to anyone who was not sure what this DVD was all about.

3.3: 50 Plus Ads:

These ads have been taken care of following this committee’s approval responding to Marion’s E-mail.

3.4: Registration of Slogan: Fun, Fitness and Friendship:

The CSRDS has registered the CSRDS Logo. Marion volunteered to check the cost for registering our slogan.

3.5: New PSA:

This is the new TV Commercial that ran on the various cable networks during July, August and September of 2005. Everyone who had seen the PSA was pleased with its appearance.

4. New Business:

4.1: Ad for National Square Dance Directory:

Motion: Martin Mallard, Chuck Jordan

- that we approve that an ad costing \$144.00 US be inserted into the National Square Dance Directory. Carried.

4.2: Purchase of the American Square Dance Magazine:

Motion: Rosalyn Garnett, Inge Ruohoniemi

- that we purchase the American Square Dance Magazine for \$35.00 US. Carried.

4.3: 1-800 Number:

The consensus of the committee was to continue with the toll free number.

4.4: Web/Domain:

The consensus of the committee was to continue to host the web sites as has been done traditionally in the past.

The Cyberus, one of the web hosts, costs \$213.47 annually.

The Magma, another web host, costs \$88.81 annually. Magma hosts a fewer number of sites.

This hosting is for most of the provincial web sites except Saskatchewan and British Columbia.

The CSRDS has three E-mail accounts. The two accounts that are used cost \$8.85 per month.

4.5: Music on Video that could be used at trade shows, etc.:

After some discussion on this topic, it was suggested that rather than have music on video, we burn it on DVDs or CDs. For \$150.00 you can purchase a 13-inch TV with a built-in DVD player. The idea is to have a DVD or CD or Cassette with a reliable music resource for clubs to use for promotional purposes. These could then be shared. Marion, Bob and Brian will get together to present a proposal at the next meeting which will be held during the convention in Montreal.

5. Publicity and Promotion package for Provinces Hosting Conventions:

Marion asked Brian to explain the type of Media Kit that he had prepared for one of the festivals. Calgary had made use of this Media Kit for the Calgary Convention. The Media Kit is not designed to seek a public service announcement. The Kit is designed to get the media involved to do a feature-type article or report. It's aimed at reporters, at

assignment editors in newsrooms who assign crew members to actually gather information to do the stories. Brian suggested that this Media Kit be presented to the media about six weeks prior to the event. It is set up in a classy folder with a Press Release included. The Kit includes lots of information about the event and the activity itself.

Martin stated that he had a Powerpoint presentation in his possession that he would share with Marion. Brian stated that he had picked up a document entitled "Seeking PR" that was prepared by a PR firm. Brian suggested putting these two documents together. Martin and Brian are to forward this information to Marion. Marion will then prepare a document that would be presented at the next meeting. It was suggested that it be seen before the convention in Montreal, if possible.

6.: Society Publicity Table at Convention 2006:

Suggestions for the Publicity Table at the convention:

- CSRDS buttons (for sale)
- CSRDS pins (for sale)
- Awards Information
- Bursary and Grant Information
- A copy of the 2004 AGM Minutes

Marion will bring the PSA, DVD player, the Cool Moves VHS. Instead of Marion bringing her 21-inch TV and VCR, it was suggested that Marion rent the equipment at the convention site. Marion wants to check the price for renting equipment.

Marion's daughter will be volunteering at this table during the convention.

7. Folk Dancing: A New View of an Old Hobby:

Brian informed us that Callerlab did commission a research for their Phoenix Plan that was headed by Jim Hensley of California who operates "Creative Marketing Services". The basic results of this survey indicated that our target group should be the "boomers" (1946 – 1964: aged 42 to 60). The research showed that square dancing has the wrong image; suggesting that we hang around the haylofts, etc. A number of members stressed the importance of re-packaging our dance form as an exercise – a fitness program for health and an active brain. Callers/Cuers, when on stage, would be encouraged to focus on exercise to include the number of calories that the dancers have burned. The public of today is motivated differently than the public of the pre-boomers. It was suggested that we make dancing a 'game'. Another thought was presented and that is the idea of changing some of our terminology, e.g., graduation to promoted, club instead of class, etc. The idea of 'fast tracking' is being used in southwestern Ontario. **The committee members were asked to check on the web for "Square Dance ABC"** put together by some Callerlab Callers. On a number of occasions during the discussion on this topic the phrase "we want to dance" was heard. Martin suggested the reading of the book "Future Shock" – everybody wants INSTANT. Brian stated that **MARKETING** is about

PRODUCT, PLACE, PRICE and then PROMOTION. It was also suggested that our fees (admission fee per night, etc.) is priced too low. The research shows that the BOOMERS judge everything by the price. If the price is too low it is not seen as a valuable activity.

8. Marion concluded the meeting at **4:35 p.m. CST.**

These Minutes were prepared and distributed by Lorraine Kozera.